

<i>Interview Summary</i>	Application No.	Applicant(s)	
	10/001,761	AMON ET AL.	
	Examiner	Art Unit	
	Sean Reilly	2153	

All participants (applicant, applicant's representative, PTO personnel):

- (1) Sean Reilly (Examiner). (3) Valerie Sarigumba (Applicant's Representative).
 (2) Neal Cohen (Applicant's Representative). (4) _____.

Date of Interview: 24 March 2006.

Type: a) Telephonic b) Video Conference
 c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
 If Yes, brief description: _____.

Claim(s) discussed: All claims.

Identification of prior art discussed: _____.

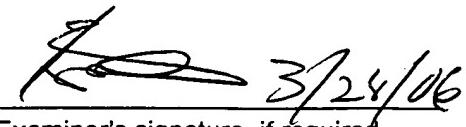
Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: See attached.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an attachment to a signed Office action.



3/24/06
Examiner's signature, if required

Interview Summary Continued:

Applicant agreed to the following amendments in the claims.

IN THE CLAIMS:

1. Claims 6, 13-15, 17-20, 22-26, 28-31, and 33 are cancelled.
2. Replace claim 1 with the following:
 1. A method of delivering information across a computer network, comprising the steps of:

receiving a request from a client program for user-selected information; and
transmitting one of (a) only a provider-selected commercially-sponsored message to the client program for display, in response to the request, if no provider-selected commercially-sponsored message meeting a provider-selected criteria has been previously transmitted to the client program, or (b) only the user-selected information to the client program for display, if a provider-selected commercially-sponsored message meeting the provider-selected criteria has been previously transmitted to the client program;

wherein any provider-selected commercially-sponsored message meeting the provider-selected criteria comprises HTML and javascript which causes the provider-selected commercially-sponsored message meeting the provider-selected criteria to be displayed for a limited time period when it is transmitted, after which the client program automatically requests the user-selected information.

3. Replace claim 2 with the following:
 2. An apparatus for delivering information across a computer network, comprising:
 - a computer network; and
 - an information server for receiving a request for user-selected information from a client program;
 - the server configured to transmit one of (a) only a provider-selected commercially-sponsored message to the client program for display, in response to the request, if no provider-selected commercially-sponsored message meeting a provider-selected criteria has been previously transmitted to the client program, or (b) only the user-selected information to the client program for display, if a provider-selected commercially-sponsored message meeting the provider-selected criteria has been previously transmitted to the client program;
 - wherein any provider-selected commercially-sponsored message meeting the provider-selected criteria comprises HTML and javascript which causes the provider-selected commercially-sponsored message meeting the provider-selected criteria to be displayed for a limited time period when it is transmitted by the server, after which the client program automatically requests the user-selected information from the server.

4. Replace claim 3 with the following:
 3. A method of delivering information across a computer network, comprising the steps of:
 - receiving a request from a client program for user-selected information; and

transmitting one of (a) only a provider-selected commercially-sponsored message to the client program for display, in response to the request, if no provider-selected commercially-sponsored message meeting a provider-selected criteria has been previously transmitted to the client program within at least one provider-selected interval, or (b) only the user-selected information to the client program for display, if a provider-selected commercially-sponsored message meeting the provider-selected criteria has been previously transmitted to the client program within at least one provider-selected interval; wherein any provider-selected commercially-sponsored message meeting the provider-selected criteria comprises HTML and javascript which causes the provider-selected commercially-sponsored message meeting the provider-selected criteria to be displayed for a limited time period when it is transmitted, after which the client program automatically requests the user-selected information.

5. Replace claim 4 with the following:

4. An apparatus for delivering information across a computer network, comprising:
 - a computer network; and
 - an information server for receiving a request for user-selected information from a client program;
 - the server configured to transmit one of (a) only a provider-selected commercially-sponsored message to the client program for display, in response to the request, if no provider-selected commercially-sponsored message meeting a provider-selected criteria has been previously transmitted to the client program within at least one provider-selected interval, or (b) only the user-selected information to the client program

for display, if a provider-selected commercially-sponsored message meeting the provider-selected criteria has been previously transmitted to the client program within at least one provider-selected interval;

wherein any provider-selected commercially-sponsored message meeting the provider-selected criteria comprises HTML and javascript which causes the provider-selected commercially-sponsored message meeting the providers-selected criteria to be displayed for a limited time period when it is transmitted by the server, after which the client program automatically requests the user-selected information from the server.

6. **Replace** claim 32 with the following:

32. A method of delivering information across a computer network, comprising the steps of:

receiving a request from a client program for user-selected information; and transmitting one of (a) only a provider-selected commercially-sponsored message to the client program for display in a browser window associated with the client program, in response to the request, if no provider-selected commercially-sponsored message meeting a provider-selected criteria has been previously transmitted to the client program, or (b) only the user-selected information to the client program for display in a browser window associated with the client program, if a provider-selected commercially-sponsored message meeting the provider-selected criteria has been previously transmitted to the client program;

wherein any provider-selected commercially-sponsored message meeting the provider-selected criteria comprises HTML and javascript which causes the provider-

selected commercially-sponsored message meeting the provider-selected criteria to be displayed for a limited time period when it is transmitted, after which the client program automatically requests the user-selected information.

7. **Replace** claim 34 with the following:

34. The method of claim 32, further comprising the step of transmitting the user-selected information to the client program if the provider-selected commercially-sponsored message meeting the provider-selected criteria has been previously transmitted to the client program within at least one provider-selected interval.